

ABSTRACT OF THE DISCLOSURE

A method and a system to assist wireless telecom service providers to make strategic investment decisions in their wireless networks is provided. Geographical profitability information in a wireless network is determined to decide where to invest capital funds in order to increase the revenue and profit for wireless service providers. The profitability of a geographical area or a sector is calculated based on network Operation Measurements and subscriber CDR (Call Detail Record) data. The system prioritizes the geographical areas and sectors for capital investments based on the profitability of the areas and sites. Similar information may be determined to assist wireless service providers in developing a decommissioning strategy. Embodiments of the present invention may also be used to reduce network churn by understanding where dissatisfied subscribers experience poor service and where network investments need to be made to improve the services and reduce churn.